

To: Corporate and Finance Services Committee

From: Stephanie Sinnott, Commissioner,
Corporate and Finance Services Department

Report Number: CF-23-79

Date of Report: October 11, 2023

Date of Meeting: October 16, 2023

Subject: Update on the Oshawa Community Grants Program

Ward: All Wards

File: 03-05

1.0 Purpose

The purpose of this report is to provide an update to members of Council on the grants awarded to community organizations in 2023 under the new Oshawa Community Grants Program.

2.0 Recommendation

That the Corporate and Finance Services Committee recommend to City Council:

1. That pursuant to Report CF-23-79 dated October 11, 2023, concerning an Update on the Oshawa Community Grants Program, the recommended changes to the Fundraising category as detailed in Item 5.3 be endorsed.

3.0 Executive Summary

Not applicable

4.0 Input From Other Sources

This report was developed in conjunction with the Grants Committee, made up of representatives from 12 branches across City departments, which oversees the administration of the Oshawa Community Grants Program and with input from the City's Events and Culture teams.

5.0 Analysis

5.1 Background

The new Oshawa Community Grant Program (“Program”) was adopted by Council on October 25, 2021 ([Item FIN-21-102](#)) who further approved the Evaluation and Scoring Criteria to guide the program on May 16, 2022 ([Report FIN-22-54](#)).

The Program replaced the Anchor Grant, Partnership Grant, Waiving of Fees, and Financial Assistance Programs which have all been discontinued except for those that are Council-approved contractual obligations.

A cross-departmental team was named to administer the new grant program with representatives from the following branches:

- Corporate Strategic Initiatives (Committee Chair)
- Business & Economic Development - Culture and Events
- Community Support Services
- Corporate Communications
- Finance Services
- Fire Services
- Innovation & Transformation
- Legal Services
- Legislative Services
- Municipal Law Enforcement and Licensing Services
- Operations – Parks
- Recreation – Business and Customer Service

5.2 Oshawa Community Grants 2023 Disbursement

The Program had an annual budgeted amount of \$300,000 to be awarded in four categories as noted below:

- Arts, Culture, Heritage and Environment – Events (\$100,000);
- Arts, Culture, Heritage and Environment – Development (\$50,000);
- Strong Inclusive Communities (\$100,000), and
- Fundraising (\$50,000).

The application period for the 2023 Program was December 1, 2022 to January 31, 2023. Table 1 details the applications received and awards made under the 2023 Oshawa Community Grants Program.

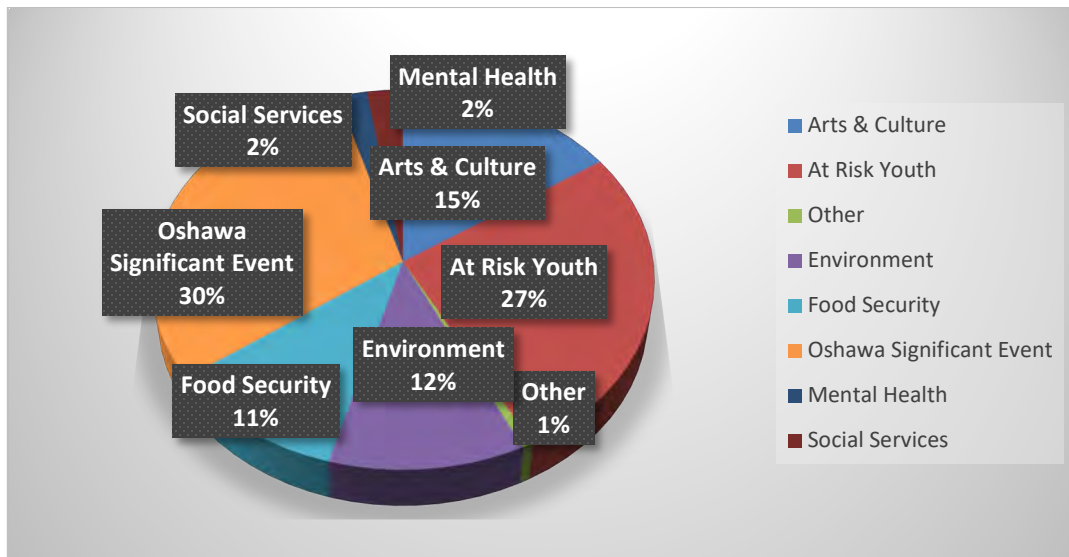
Table 1: Applications for the 2023 Oshawa Community Grants Program

Grant Program Category	Applications Received	Total Requested	Total Awarded
Arts, Culture, Heritage and Environment – Events	14	\$200,888	\$34,422
Arts, Culture, Heritage and Environment – Development	9	\$299,581	\$40,625
Strong Inclusive Communities	21	\$362,239	\$100,175
Fundraising	7	\$178,183	\$69,880
Totals	51	\$1,040,891	\$245,102

The Grants Committee considered all applications and made awards against the Council approved criteria outlined in Attachment 1.

An analysis of the areas of work the awarded grants were applied against is demonstrated in Diagram 1: Oshawa Community Grants 2023 Impact.

Diagram 1: Oshawa Community Grants 2023 Impact



5.3 Recommended Changes to Oshawa Community Grant Category – Fundraising.

As 2023 was the first year of the new Grants Program, the Grants Committee found one category – Fundraising – did not adequately cover the needs of not-for-profits applying under its heading. This category is accessed by organizations that stage significant events in Oshawa but in some cases, do not formally make donations to a registered charity which is one of the stated category criteria. Typically, significant events attract thousands

of attendees annually, benefitting the local economy and contributing to the city being recognized as a destination.

Grants applied for under the Fundraising category are primarily in-kind requests to cover such items as park and space rental, road closure, garbage collection, permits and other City related expenses.

Given the positive impact of significant events on local businesses and the City's image as a destination, including hosting an event that regularly makes the list of **Ontario Top 100 Festivals & Events**, the Grants Committee recommends that an adjustment is made to the Fundraising category as follows:

1. Change the category name from "Fundraising" to "Fundraising **and Oshawa Significant Events**".
2. Change the Purpose of the Grant from "Provide in-kind service support for fundraising events held within the City of Oshawa" to "Provide in-kind service support for fundraising **and Oshawa significant** events held within the City of Oshawa".
3. Change the criteria in this category which states "This grant only provides in-kind support and all funds raised must go directly to a registered charitable organization" to "This grant only provides in-kind support and all funds raised must go directly to a registered charitable organization **or the event must have demonstrated significant impact on the local economy and/or positions the City of Oshawa as a preferred destination**".

6.0 Financial Implications

The 2023 Oshawa Community Grants Program awarded grants totalling \$245,102 of the \$300,000 approved by Council in the 2023 Operating Budget.

7.0 Relationship to the Oshawa Strategic Plan

This Report responds to the Oshawa Strategic Plan Goals of Economic Prosperity and Financial Stewardship, Accountable Leadership, Social Equity, Cultural Vitality and Environmental Responsibility.



Enez Perkins, Senior Manager, Corporate Strategic Initiatives,
Office of the Chief Administrative Officer



Stephanie Sinnott, Commissioner,
Corporate and Finance Services Department

Oshawa Community Grants Program

Evaluation Committee composition:

- Corporate Strategic Initiatives (Committee Lead)
- Business and Economic Development Services – Culture and Events
- Community Support Services – Traffic
- Corporate Communications
- Finance Services
- Fire Services
- Innovation and Transformation
- Legal Services
- Legislative Services
- Municipal Law Enforcement and Licensing Services
- Operations – Parks
- Recreation – Business and Customer Service

Committee may draw on internal or external Subject Matter Experts for clarification/evaluation

Evaluation/Scoring Criteria

Applicants are scored on a scale from 1 to 5 in the following categories:

Organization Capacity: 10%

- Does the applicant have a clear organizational structure?
- Does the applicant have credibility for this kind of work?
- Is the program, service or event as proposed aligned with the mandate of the organization?
- Did they provide a letter of reference?
- Is the content of their application well organized, logical in progressions and are the guidelines of the application followed?
- Does the applicant's values support inclusion, non-discrimination and anti-racism?

Proposed Project Scope: 20%

- Are the proposed methods, approaches and strategies realistic, reasonable, effective, outcome-based and drawing on best practices and latest thinking/research?
- Is the event achievable and realistic? Will alternate sources of funding be pursued or legacy components created from it?

Program or Service Plan: 20%

- Is there sufficient planning, and do the timelines make sense for event implementation?
- Has an intended audience been identified?

Oshawa Community Grants Program

- Are task, timelines and outcomes clear and measurable?
- Does the proposal include partnerships or a collaborative approach to serving the particular need of the project? With whom?

Budget: 20%

- Is the budget logical and reasonable?
- Can the project be successful if partially funded?
- Have funds been requested from other sources?
- Are there in-kind contributions or matches (i.e. funding, staffing, equipment, etc.) included from the organization? Contributor and amount/ in kind to be listed.

City of Oshawa focus: 30%

- Is there a direct link between the proposed event or project and one or more of the City's plans and/or strategies? For example, the Oshawa Strategic Plan, the Culture Counts Plan, the City's Diversity and Inclusion Plan or other directive/priorities of Council?
- Does it benefit an Indigenous community and/or an equity seeking/deserving group?
- Does it address a community need?
- Does the project serve Oshawa residents at an appropriate scale?

Process:

Scores are tabulated and each reviewer is also asked the following:

- What is their recommendation for the project (i.e. full support, partial support, or no support)?
- If partial support, how much?
- Are there any amendments they'd like to see in the application?

Once the Community Grants Committee members have completed their scoring, the committee will meet to discuss why they scored the application the way they did and go over their notes. The committee reviews the top ranked applications first and discuss funding amounts and determine what funding remains available for other applicants. The committee reviews application budgets, looks for areas for savings, recommends event be scaled down, etc., Once there is consensus, the committee will award the grants and notify the applicants on the status of their request.

The Community Grants Committee, through Corporate Services and Finance Committee, will report the results to Council in advance of following year's budget process.